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CAMPAIGNS REPORT No. 27

October 14, 1943

NUTRITION AND FOOD CONSERVATION CAMPAIGN

Subject	Assigned	Status
Wartime Manners Spread based on idea suggested here - also better lunch & cereal pieces - GOOD HOUSEKEEPING	Nichols	October
Material on bread enrichment, school lunches, potatoes, and community canning to PATHFINDER.	Nichols	Finished
Material on school lunch to THE NATION'S SCHOOLS.	Solomon	Finished
Figures on School Lunches to SCHOOL MANAGEMENT.	Solomon	Finished
LOOK to offer "Wartime Nutrition Guide" in its November piece on Nutrition.	Solomon	Finished
Plenty for good health - available foods under Basic groupings for first quarter next year - confidential to Magazine Foods Editors.	Solomon	Finished
Potato dope to Servel News, NEA, and news service to Woman's Pages.	Nichols	Finished
Industrial feeding in "Women of Today" program.	Perry	October 12
Industrial feeding on "Pure Food Hour".	Perry	October 13
Group VII of the Basic 7 "Consumer Time."	Dickey	October 16
Farm & Home Hour - Community Canning	Burns	In clearance
Farm and Home Hour - "Soya Flour & Grits"	Van Deman	In preparation
PA and INS - "Soya Crop Comes Home"	Cohan	In preparation
Two PA stories on potatoes	Burns	Finished
Meyer-Both story on potatoes	Hoffman	In preparation
"Food Habits for War Workers" on "Your Home Front Reporter."	Hoffman	Finished

Subject	Assigned	Status
Vitamins for Victory program: "Health for Victory" "Margarine" - "Girl meets Soya" "Kidneys" "Lentils".	Hagen	Finished
Federal Food Reporter: "Sweet potatoes for Vitamin A" - "Fashionable Greens" - "Role of the Melons."	Rodgers Hoffman	Finished
Carrot Pie on Radio Roundup	Cohan	Finished

FARM SUPPLIES AND TRANSPORTATION CAMPAIGN

Campaign handbook	OI-OWI	Proofs returned to GPO
Three releases on rationing of pressure cookers, farm scales and milk cans	Lewis	In clearance
Statement on pressure cooker production and distribution	Lewis	Completed
Release on buying higher analysis fertilizers	Lewis	In clearance
Release on new fertilizer materials	Lewis	In preparation
Radio flash: Farmers share machinery	Fox, FSA	In preparation

FOOD FIGHTS FOR FREEDOM CAMPAIGN

HOMEMAKERS' CHATS:

Q & A Where Food Goes Your Best on Food Front	Burns, FEA Overby, OI	Cleared In clearance
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PA and INS

Food Fights for Italy	Cohan, FDA	Cleared
NEA drawing on sugar in "Food Really Fights" series.	Sill, AAA	Mailed

PRODUCTION GOALS CAMPAIGN

Subject	Assigned	Status
RADIO		
<u>Homemakers' Chats:</u>		
Potatoes -- Victory Food Selection	Burns, FDA	Cleared
<u>Farm Flashes:</u>		
Keep Cotton Records	Briggs, FDA	Cleared
More Pork in Prospect	Herndon, OI	"
No Loafing Hens	Reynolds	In clearance
SafeDates for Dehorning	"	"
Wheat Feed for Chickens	"	"
Protein Feed for Eggs	"	"
Storing Potatoes	Briggs, FDA	In preparation
Cotton Situation	"	"
Rabbit Hobby Helps Hobble Axis	Fox, FSA	"
<u>PA and INS:</u>		
Cow-Buying Program Ended	Fox, FSA	Cleared
Flood Loan Report	Fox	"
3-Bros. Run V-Dairy	Fox	In preparation
Post-War community Forests	Rowe, FS	In clearance
Pointers on Pulpwood	Rowe	"
<u>Network Broadcasts:</u>		
Farm and Home, Blue.		
Oct. 18 -- Prevent Losses in Shipping Livestock" Wallace Kadderly	DuMars	In preparation
Oct. 19 -- Farm and Home Hour "Where's the Milk?" Roy E. Hendrickson and Ruth Van Deman	Rowell, FDA	In preparation
Oct. 20 -- Farm and Home Hour "Outlook for Agriculture" H. R. Tolley, BAE	DeVries	In preparation
Oct. 23 -- Farm and Home Hour "1944 -- The Farmers' Task" Narration and Documentary Sketches	Heinen	In preparation
Picture series for Negro Press on farm production.	Beckman, AAA	In preparation
Picture series on peanuts for associated Press.	Beckman, AAA	In preparation

Subject	Assigned	Status
Picture series for FDA to be used in Farm Journal; subject, cotton.	Beckman, AAA	In preparation
Five posters on food production for display in Chicago Public Library.	Sill, AAA	Mailed
War Board Summary	MacMurphy, AAA	Out
Press release on Burley tobacco referendum	Stewart, AAA	Out
Research work for answering query from "The Cincinnati Inquirer"	Stewart, AAA	In preparation
Compilation of material for teams to take to field.	Kelly, AAA	Out
Arranged for distribution of informational material for Women's group to be distributed to UWCA and women's clubs.	Kelly, AAA	Out
Item on apples for calendar reviewed and revised.	Kelly, AAA	Out
Reviewed Chief's 1943 Annual Report	Kelly, AAA	In clearance
Worked on assembling material for goals trip	Hill, AAA	Out
Checked newspaper lists for mailing of two articles on potatoes -- sent with letters, a total of 104 copies sent.	Hill, AAA	Out
Prepared War Board Memo on 1943 Sweetpotato Loan Program	Hall, AAA	Out
Prepared Memo on "Financing Winter Vegetables in Florida"	Hall, AAA	Out
Worked on dairy feed price adjustment payment material	Hall, AAA	Out
<u>RADIO</u>		
Prepared talk on 1944 Farm Production for N.E. Dodd, to be used at Goals meetings	Heinen, AAA	Completed
Prepared Farm Price Policy statement for N.E. Dodd, to be used at Goals Meetings	Heinen, AAA	Completed
Legume Seed Price Ceilings story for Radio Service, October 9	Heinen, AAA	Completed

Subject	Assigned	Status
Assisted in preparation of two radio transcriptions for weekly broadcasts for A. W. Manchester, New England Radio News Service	Hill, AAA	Completed
Ways to reduce livestock losses	Burch, ARA	In preparation
Winter management of laying flocks	Burch, ARA	In preparation
Cooking with soya flour and grits	Van Deman, BHNHE	To be scheduled
Potatoes	Van Deman and Rowell	Oct. 14
Economy in shipping fruits and vegetables	BPISAE	Oct. 12, Farm and Home
PRESS		
Farm science backs the attack	Burch, ARA	Cleared
Vaccine for swing brucellosis	Burch, ARA	In clearance
Hog mange control	Burch, ARA	In preparation
Time to check your pressure canner (for Food and Home Notes)	Pundt, BHNHE	Cleared
New recipes on soya flour and grits (for Food and Home Notes)	Davis, BHNHE	In preparation
Potatoes at their best (for Clip Sheet)	Davis, BHNHE	In preparation
Material on soups for Click Magazine	Van Deman, BHNHE	Cleared
Information on alternate foods for N.Y. Times	BHNHE	Cleared
Information to Pathfinder on conservation and food requirements	Davis, BHNHE	Cleared
Information on nutritive value of meat to NEA	BHNHE	Cleared
Statement for New York Times on soya flour and grits	BHNHE	Cleared
Potato late blight protection	BPISAE	Cleared
Kudzu now is in Farmers' Bulletin	BPISAE	Cleared
Free plans issued for smokehouse and barrel	BPISAE	Cleared

## PRICE AND RATIONING CAMPAIGN

Subject	Assigned	Status
<u>Point-Free Platters</u> (story on point changes in meat rationing)	Douglass, OI	Completed
<u>INS Wire Story - War Ration Book IV is on the Way</u>	Cohan, FDA	Completed
<u>Radio Round-UP on Food</u>		
<u>Late News About Ration Book Four</u>	Cohan, FDA	Completed
<u>Changing From Blue to Green</u> (ration stamp story)	Cohan, FDA	Completed
<u>OPA Fact Sheet</u>		
<u>No. 48 - War Ration Book Four</u>	OPA	Sent to Agr. Field Staff
<u>Summary of Information on War Ration Book Four</u>	OPA	Sent to Agr.
<u>Magazine story on Ration Rules for Hog Slaughter on Farms</u> - for Southern Planter	Millson, FDA	In clearance
<u>Servel Electric Network Broadcast</u>	Hemphill, OI	Completed
<u>War Ration Book Four</u>		
<u>Stove Rationing</u>		Beingwritten
<u>Farm and Home Hour</u>		
<u>War Ration Book Four</u>	DuMars, OI	Completed

## VICTORY GARDENS AND HOME FOOD PRESERVATION CAMPAIGN

Subject	Assigned	Status
<u>Victory Garden Program (Blue) - "Getting the the Ground Ready"</u>	Hemphill DuMars Moore	In preparation
<u>PA and INS</u>		
<u>Home Canning Plant Makes Good</u>	Fox	Cleared
<u>Farm and Home Hour</u>		
<u>Community Canning This Year and Next</u>	Van Deman Bolin	Oct. 7
<u>Farm Flashes</u>		
<u>Garden Shows Big Profit</u>	Box	In clearance
<u>Victory Garden Clean-up</u>	Briggs	In preparation
<u>Killing Weeds in Compost</u>	Briggs	In preparation
<u>Homemakers' Chats</u>		
<u>Questions &amp; Answers - Canning</u>	Overby	In preparation

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>Press</u>		
Time to Check Your Pressure Canner	Pundt	Oct. 9

